

NC Agritourism Networking Association

Agritourism Is Value-Added Agriculture!

President Jack's Latest News

August 26, 2013

The Moyer family has had an amazing summer. We produced another member of our family, Amy Hardy, who joined us on May 23 at 7:15 am, weighing in at 5 pounds, 7 ounces. She is big brother Jack's favorite play-mate, since she just looks at him and grins! Mommy Amy and Daddy Jack are enjoying seeing these two sweet children growing and learning about life on the farm.

The second big/sad piece of news is that we've 'sold the farm!' Indeed, we got a great offer for our entire spread, & are moving across the road to a less hectic life. I'll hang in there until February.

The Spring workshops were great successes, and we recruited new members from each one. We are looking forward to attending the 2014 ANA Conference in Raleigh. Details are in the process, and you will get a "Save the Date" note soon.

Enjoy your summer!

Jack



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Editor: M. Glass

Successful 2013 Conference at Carolina Beach Highlights Pickards Mountain Eco-Institute

The 7th ANA Annual Conference, held February 21-21, was attended by close to seventy ANA members, guests and prospective members.

Megan Toben of Pickards Mountain Eco-Institute, a year-round educational farm in Chatham County, was the keynote speaker. Her topic "How Small Farmers Can Be Heroes" - encouraged agritourism farmers to engage in the activities of their communities to promote their way of life, and inspire and enable their neighbors to understand the immense importance of small local farms protecting our nation's future food and fiber investments.

What's in the Barn?

- 2014 Annual Conference in Raleigh
- 2014 ANA Workshop Schedule Set
- ANA's Future - What Incorporation Means
- ANA Executive Director to Retire in October

2014 ANA Conference Features Thursday Day-long Bus Tour

The 2014 ANA Annual Winter Conference will be held at the Hilton Garden Inn in Cary near the intersection of Walnut Street and Crossroads Blvd., just off US 1/64 where that highway intersects with I 40/440. So, easy to find!! The dates are Thursday and Friday, January 16—17, 2014.

The conference will start on Thursday morning, January 16, at 9:30 am with a "green" biodiesel tour bus seating 45 which will travel to three ANA farms and end up at ANA member Lane Gregory's vineyard for a tour, tasting and dinner of prime rib or vegetarian lasagna.

Our first tour stop will be Pickards Mountain Eco-Institute near Chapel Hill, hosted by Megan and Tim Toben. Megan was our luncheon speaker at the 2013 ANA Conference. Next we will travel to John Hill's Hill Ridge Farm near Youngsville. John has an amazing, large agritourism farm and you will be very interested in seeing all of the attractions he features. Next Tami and David Thompson will showcase their delightful Lazy O Farm near Smithfield. It's compact, full of fun, and hosts families and school tours and special events throughout the year.

From Smithfield we travel to Gregory Vineyards, then back to Cary after a fun-filled day!

ANA Regional Workshops Scheduled for 2014

Get your calendars ready for our famous ANA one-day regional workshops scheduled for Thursdays. Come for fun & fellowship! Hosts' names follow locations.

February 20—Willow Oaks Plantation, Eden NC - Arthur Dick

February 27—LuMil Winery, Elizabethtown NC - Ron Taylor

March 13—The Farm at Brushharbor, Concord NC - Vicky Porter

March 20—The Orchard at Altapass, Spruce Pine NC - Bill and Judy Carson

Each of these locations are superb examples of agritourism. Each owner will talk about how the venue was started, challenges met, success enjoyed, and plans for the future & have time for touring. Registration includes lunch and a notebook.

"The ANA workshops have helped me with many details which have kept the orchard successful!"
Bill Carson

ANA Incorporation Creates "New" Commodity Organization

ANA has been considered for some years as a 'commodity' organization in relation to having our name listed on NC State's list of commodity organizations. Our commodity is the 'farm experience.' Technically, we were a volunteer organization of like-minded folks, sticking together because we were well-organized and connected. However, for legal reasons re: liability, the Board recognized that incorporation was necessary to protect both our corporate and individual interests. For that reason, we incorporated in early 2013.

To take advantage of this opportunity, we can apply to become a 501-c-3 tax exempt organization so that we can apply for grants for greater funding resources. We have begun the process, thanks to 'pro bono' legal work provided by Steve Glass, Attorney, who happens to be Martha Glass's husband. Thanks, Steve!!!

Steve will file the necessary paperwork for the 501-c-3, and we will apply for grant funding in the future.



Incorporated in 2013

ANA Executive Director to Retire from NCDA&CS Agritourism Office

Martha Glass, long-time executive director of the NC Agritourism Networking Association and manager of the Agritourism Office in the Department of Agriculture & Consumer Services' Marketing Division, will retire at the end of October 2013.

Martha has plans to continue her work and position with ANA at the Board's pleasure. She has already planned the dates and structure for the 2014 ANA Annual Winter Conference, which will be in Cary on January 16–17, and has the locations in place for the regional workshops in February and March.

Martha will also become executive director of the National Agritourism Professionals Association (NAPA) which will work with agritourism farmers on regulatory/policy/bureaucratic issues which are challenges to growth and success. Issues include zoning, highway signage, food safety, liability, insurance, taxes, estate planning and risk assessment practices.

The organization will be composed of 'agricultural service providers' who, like Martha, work with state departments of agriculture, commerce, tourism or any agency that supports agritourism farmers and on-farm markets; extension agents in the agritourism field; rural tourism offices; university specialists whose areas include agritourism regulations and policy issues; and farmers who have successfully met similar challenges and can 'vet' the recommendations and solutions proposed by the agritourism professionals.

At national NAPA conferences, the agritourism professionals will develop tools and resources to take back to their home states where workshops will include these topics on agendas where they have not been discussed to the extent needed in the past at the grassroots level where the challenges occur. At this local level, relationships and partnerships can be built to avoid roadblocks to agritourism farm success. As of publication date, NAPA has over 200 'members' from all 50 states, the District of Columbia, and four Canadian provinces. Martha has conducted the research in conjunction with her position on the Board of Directors of the North American Farmers' Direct Marketing Association as promotions chair and secretary to the Executive Team.

ANA Officers and Board of Directors - Next Election Jan. 17, 2014

<u>Office</u>	<u>Name</u>	<u>Term Ends</u>	* Eligible for Re-Election
President	Jack Moye	2014	There is no District Director for the South Central District. The ANA District Map is identical to the Cooperative Extension map which can be accessed at www.ces.ncsu.edu . On that site click on "Locate Your County Center" where you will find a link to the District map. You may elect an ANA member as a District Director from his or her geographic district. Officers can be elected from any district. Officers and district directors can serve 2-year terms.
V. President	Tina Gross	2014 *	
Secretary	Caroline Lineberry	2014	
Treasurer	Chris Mills	2014 *	
NE District Dir.	Bob Sykes	2014	
NC District Dir.	Wendy Roberts	2014	
SE District Dir.	Tammy Peterson	2014	
SE District Dir.	Barbara Justice Rooks	2014	
West Dist. Dir.	Joni Wavra	2014 *	

**Agritourism Networking
Association**

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SAVE THE DATE!

2014

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HILTON GARDEN INN - CARY, NC
